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Serial No.	***************************************
Filing Date	
Inventorship	Ludvig
Applicant	
Group Art Unit	
Examiner	
Attorney's Docket No	MS1-1829US
Title: Targeted Advertising Based on Consumer Purchasin	ng Data
Title: Targeted Advertising Based on Consumer Purchasing	ng Data

INFORMATION DISCLOSURE STATEMENT

References -- See Attached Form PTO-1449

REMARKS

The citations listed are submitted in compliance with the duty of disclosure defined in 37 CFR §1.56. The Examiner is requested to make these citations of official record in this application.

Respectfully Submitted,

Date: 3/10/04

Kayla D. Brant Reg. No. 46,576

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STATEMENT BY APPLICANT					First Named Inventor	Ludvig		
					Group Art Unit			
(use as many sheets as necessary)					Examiner Name			
SI	neet	1	of	1	Attorney Docket Number	MS1-1829US		

U.S. PATENT DOCUMENTS						
Examiner Initials*	Cite No.1	U.S. Patent Document Number Kind Code² (if known)		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		5,872,588		Aras et al.	02/16/1999	= -
		6,308,202 B1		Cohn et al.	10/23/2001	
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		6,606,652 B1		Cohn et al.	08/12/2003	
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	FOREIGN PATENT DOCUMENTS								
Examiner	Cite	Foreign Patent Document	Name of Patentee or	Date of Publication of	Pages, Columns, Lines, Where Relevant				
Initials*		Office ³	Number ⁴	Kind Code ⁵ (if known)	Applicant of Cited Document	Cited Document MM-DD-YYYY	Passages or Relevant Figures Appear	Ţ6	
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^{*}EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.